

CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 23-0017, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Chamber Foundation (PC 23-12) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2023 Black History Month events in McKinney.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 26, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Chamber Foundation is requesting \$15,000 for the advertising, marketing and promotion of the 2023 Black History Month events in McKinney.
- A variety of events are planned and include:
 - Thursday night lecture series
 - Black Art Show featuring both adult and youth artists
 - 1970s Soul Train Party - A celebration of Black music and dance
 - No Church Left Behind - Highlighting historic black churches in McKinney
 - College Expo - co-sponsored with St. Mark's church to provide information to high school students
 - Possible Gospel Brunch/Comedy show
 - Partnering with Legacy Keepers of Old East McKinney to promote "Taste of Soul Food"
 - Partnering with the Frisco Chapter of Jack and Jill to promote Black History Month Program for Youth
 - Partnering with LIFT (Ladies in Film and Television) to promote their Black Film Festival
- All events will be held in McKinney. Lectures will be held at MPAC and the Community Conference Center at MISD stadium. The Soul Train Party will be at The Sanctuary.

BACKGROUND INFORMATION:

- The purpose of the McKinney Chamber Foundation is the advancement and diffusion of knowledge and understanding of economics, matters of public concern, and other subjects related to improved efficiency, development, acceleration of both the quality and quantity of economic growth and employment opportunities.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 --

\$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.

- This is the first time McKinney Chamber Foundation has applied for an MCDC grant; however, MCDC sponsored Black History Month in FY 22 in an amount of \$2,500.
- McKinney Chamber Foundation has applied for a \$15,000 grant from McKinney Arts Commission.